

KRUG
CHAMPAGNE

KRUG GRANDE CUVÉE 166^{ÈME} ÉDITION

THE 166TH EDITION OF THE FULLEST EXPRESSION OF CHAMPAGNE

KRUG GRANDE CUVÉE: EVERY YEAR, A NEW EDITION OF THE FOUNDER'S DREAM

Krug Grande Cuvée is born from the dream of one man, Joseph Krug, to offer the very best Champagne every year, regardless of annual variations in climate. Since 1843, the House of Krug has honoured this vision with each new Édition of Krug Grande Cuvée: the fullest expression of Champagne.

KRUG GRANDE CUVÉE 166^{ÈME} ÉDITION IN ESSENCE:

- It is a blend of 140 wines from 13 different years, the youngest of which is from 2010, while the oldest dates back to 1998.
- Its final composition is 45% Pinot Noir, 39% Chardonnay and 16% Meunier.
- A stay of around seven years in Krug's cellars gives Krug Grande Cuvée 166^{ème} Édition its distinct expression and elegance.

THE STORY OF ITS CREATION:

- Krug Grande Cuvée 166^{ème} Édition was composed around the harvest of 2010, a year defined by its tumultuous climate. The year's Chardonnays did not express their usual freshness, a characteristic which Krug's Cellar Master Eric Lebel counterbalanced with the remarkable vivacity of the year's Meuniers.
- The challenge was to enrich the blend with reserve wines from the House's extensive library: wines from the year 2000 brought remarkable structure, while those from plots in Oger lent a generous roundness and wines from Verzy and Bouzy imparted harmony.
- In all, reserve wines from the House's extensive library made up 42% of the final blend, bringing the breadth and roundness so essential to each Édition of Krug Grande Cuvée.

KRUG GRANDE CUVÉE IS UNIQUE:

- Krug Grande Cuvée is the first and unique Prestige Champagne re-created every year, beyond the notion of vintage.
- The art of blending wines from so many different years gives Krug Grande Cuvée its unique fullness of flavours and aromas, impossible to express with the wines of just a single year.
- The Édition number corresponds to the number of times in the House of Krug the founder's dream has been re-created. It also serves as a reference for collectors, to enjoy it later.
- The full story of every Édition is revealed online via its Krug iD, the six digits on the back label.
- Krug Grande Cuvée, like all Krug Champagnes, will continue to gain with the passage of time.



TASTING NOTES:

- A light golden colour and fine, vivacious bubbles, holding a promise of pleasure.
- Aromas of flowers in bloom, ripe, dried and citrus fruits, as well as marzipan and gingerbread.
- Flavours of hazelnut, nougat, barley sugar, jellied and citrus fruits, almonds, brioche and honey.

FOOD & WINE PAIRING INSPIRATION:

- Krug Grande Cuvée 166^{ème} Édition lends itself to a wealth of culinary combinations, from the simplest to the most sophisticated, from an aged parmesan to turbot *à la truffe*.
- It can be enjoyed as an aperitif with Jabugo ham and mature comté or served to accompany oysters, grilled shrimps, Indian or Moroccan food, as well as desserts such as carrot cake, tarte tatin and cheesecake.

FORMATS:

Bottle (75 cl)

Discover more about your bottle of Krug with the Krug iD on the Krug app, Twitter or Google.
<http://app.krug.com>, @krug or krug.com.